

EASTERN STATES RADIO CORPORATION  
Columbus 16, Ohio

November 13th, 1953

Dear Station Manager:

We're writing this extra letter to you because your station is one of those programming music shows for Luckies in addition to news or sports, and Luckies wants your opinion on an idea of theirs about these music shows.

The American Tobacco Company is currently sponsoring a one-half hour strip of news and recorded music on the 5 NBC-owned stations. The title of the series is "Light Up Time," in which a very distinctive theme is featured. This theme was specially recorded for this series and consists of a small music group featuring a fine female vocalist singing "Light Up A Lucky, It's Light Up Time . ." and so forth.

Now, the sponsor would like to extend this idea to the presently-running music programs on the college stations, using this theme and title on all the music shows now being done for Luckies. The tempo of the theme is light and bouncy and would go well with any type of music (currently, on the NBC stations, Hit Parade tunes are scheduled one night, Broadway show tunes another night, hill billy music, songs of yesterday, and a potpourri of variety music on other days.)

If desired by individual stations, the "Light Up Time" theme could be a co-title or sub-title; for example, if the present show title is "Discology 99," the new title could be, "Your Happy-Go-Lucky feature, Discology 99," or "Light Up Time on Discology 99."

As you reply to the the sponsor's request for general comments on all commercials on all Luckies shows, won't you please include in the same letter your reactions to this additional suggestion? Thanks very much for your help.

Sincerely yours,

RV:lk

EASTERN STATES RADIO CORPORATION



LETTER TO THE EDITOR  
COLUMBUS, OHIO

November 1955

Dear Sirs:

We're writing this letter to you because your station is one of those which have been for years in the front of the fight against the spread of this disease. We're sure that you will be interested in our efforts to help you.

The American Tobacco Company is currently sponsoring a one-half hour radio show on the 5:00-5:30 p.m. station. The title of the show is "Light Up Time," in which a very attractive female is featured. This show was specially recorded for this station and consists of a small scale group of four to five women singing "Light Up Time." It's light & fun, and we hope you will enjoy it.

Now, the question would arise as to what this show is for. The answer is simple. It is for the purpose of raising money for the fight against this disease. The show is being broadcast on the 5:00-5:30 p.m. station, and we hope that you will be interested in it. We're sure that you will be interested in our efforts to help you.

If you're interested in this show, please let us know. We'll be glad to provide you with all the information you need. We're sure that you will be interested in our efforts to help you.

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Sincerely yours,

AMERICAN TOBACCO COMPANY

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